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1/11/54*

fashion calendar

circle

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january

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february

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january

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FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 8, 1954</u>			
Friday Jan. 8 9:30 A.M. Breakfast	PRESS SHOWING OF HATS FOR SPRING Emme will invite the press and buyers to a preview of her Spring millinery collection. <u>Showing for the out-of-town press Sunday, Jan. 10 at 11:00 A.M.</u> By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU.9-5420.	EMME (26 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Friday Jan. 8 11:00 A.M.	PREVIEW: SPRING AND EARLY SUMMER COLLECTION Press preview of Suzy Perette's Spring and early Summer collection. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU.8-2130.	SUZY PERETTE	134 WEST 37TH STREET SHOWROOM
Friday Jan. 8 12:00 Noon Luncheon	PREVIEW OF SPRING- SUMMER COLLECTION Press and trade preview of Dorothy Hubbs' Spring-Into-Summer dress collection. By invitation. Contact: MU. 9-5422.	DOROTHY HUBBS, INC.	1400 BROADWAY SHOWROOM - 33RD FLOOR
Friday Jan. 8 12:00 Noon Luncheon	SPRING MILLINERY SHOW FOR BUYERS Frances Adams will present Spring and early Summer millinery to buyers. By invitation only. Publ.: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	FRANCES ADAMS	711 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Friday Jan. 8 2:30 P.M.	SPECIAL COLLECTION OF SPRING DRESSES Clare Potter will show a small group of Spring dresses at 2:30 P.M. daily. Contact: Lorraine Kahoe at Clare Potter, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Friday Jan. 8 3:30 P.M.- 5:30 P.M.	PRESS PARTY IN NEW SHOWROOM Press preview to celebrate opening of new jewelry showrooms. Contact: Talley Jordan at Kramer, MU. 3-4840.	KRAMER JEWELRY CO.	393 FIFTH AVENUE SHOWROOMS - 2ND FLOOR
Beginning Friday Jan. 8- Jan. 23	DISPLAY OF CHILDREN'S DRESSES BY HELEN LEE Children's dresses from Youngland, Inc., designed by Helen Lee, Fashion Critics' Citation Winner. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET

WEEK BEGINNING SUNDAY, JANUARY 10, 1954

Sunday Jan. 10 10:00 A.M.- 1:00 P.M. Brunch	SPRING SHOWING OF FASHION JEWELRY Trifari, Krussman and Fishel will invite the out-of-town and local press to a gala brunch showing of their new Spring line. By invitation only. Publicity: Dorothy Lansing, 125 East 50th St., PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Jan. 10 11:00 A.M.	CHILDREN'S WEAR MERCHANDISING FORUM AT HOTEL PLAZA, 11:00 A.M.-5:30 P.M. Contact: Infants', Children's, Teens' Wear Buyers' Ass'n, BR. 9-9624.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 10 11:00 A.M.	EMME'S SHOWING OF SPRING MILLINERY FOR VISITING PRESS AT SHERRY NETHERLAND, CRYSTAL PAVILION, 11:00 A.M. (See Page 1 for local show).		
Sunday Jan. 10- Jan. 12 12:00 Noon	"FASHION ON THE GO"-- OPEN HOUSE FOR PRESS Showing of 1954 collection of travel accessories including luggage and personal leather goods to visiting and N.Y. press. <u>Jan. 10: 12:00 Noon-9:00 P.M.; Jan. 11: 9:00 A.M.-9:00 P.M.; Jan. 12: 9:00 A.M.-12:00 Noon.</u> By invitation. Contact: Betty Fryman, LE. 2-3961.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	WALDORF-ASTORIA CARPENTER SALON
Sunday Jan. 10 12:15 P.M. Luncheon	RESORT AND SUMMER FASHIONS IN KID Luncheon for visiting press and preview of Resort and Summer kid shoes and accessories. By invitation only. Publicity: Charline Osgood, at Kid Leather Guild, WI. 7-0332.	KID LEATHER GUILD (1270 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Sunday Jan. 10 1:15 P.M. Cocktails	VISITING PRESS SHOWING: BRIGANCE'S RESORT FASHIONS The Resort collection of bathing suits, beachwear, playclothes, separates; and dresses for both Resort and Spring, designed by Brigance, winner of the American Fashion Critics' Award for 1953, will be presented to the visiting press. By invitation. Contact: Julie Isles, Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC. (498 SEVENTH AVENUE)	HOTEL PIERRE BALLROOM FOYER
Sunday Jan. 10 3:00 P.M. Cocktails	MILLINERY SHCWING FOR VISITING PRESS Sally Victor will present her Spring millinery to the out-of-town press. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Sunday Jan. 10 4:30 P.M.	SPRING COLLECTION FOR VISITING PRESS Maria Krum will present her complete Resort and Spring collection to the out-of-town press. By invitation. Contact: Helen Gray, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Sunday Jan. 10 5:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF NEW BUICKS FOR VISITING PRESS Showing of the 1954 line of Buicks (Auxiliary Member of N.Y.D.I.--See Pg. 3), with Ivan L. Wiles, vice-president of General Motors, and Harley Earl, vice-president in charge of styling, meeting the press. By invitation. Publicity: Lind-Gilbert Associates, 22 East 60th Street, PL. 3-4786.	BUICK DIVISION, GENERAL MOTORS CORP.	WALDORF-ASTORIA ASTOR GALLERY
Sunday Jan. 10 5:30 P.M.- 9:00 P.M.	COCKTAILS AND BUFFET FOR VISITING EDITORS Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	SAVOY PLAZA HOTEL LE CHATEAU-11TH FLOOR
Sunday Jan. 10 6:00 P.M.- 10:00 P.M.	COCKTAIL PARTY FOR VISITING & LOCAL PRESS "Celebrity Night"--Harriet Hubbard Ayer will invite out-of-town and N.Y. editors to a cocktail party. By invitation. Publ.: Mary Brown, MU. 8-6000.	HARRIET HUBBARD AYER (390 PARK AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 10 9:00 P.M. Champagne	MILLINERY SHOWING FOR VISITING PRESS Walter Florell will invite the out-of-town press to a showing of his Spring millinery. <u>This show will be presented to the N.Y. fashion editors on Monday, Jan. 11 at 9:30 A.M.</u> (See Pg. 4). By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WALTER FLORELL	HAMPSHIRE HOUSE FOUNTAIN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 10 9:45 P.M.	SPRING PREVIEW FOR VISITING PRESS Preview for out-of-town editors of Benham Originals for Spring. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	BENDER & HAMBURGER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Jan. 10- Jan. 13	SPRING-SUMMER MARKET WEEK--CALIFORNIA FASHION CREATORS IN LOS ANGELES. Contact: 740 South Broadway, Los Angeles, California.		
Beginning Sunday Jan. 10- Jan. 13	SEMI-ANNUAL WOMEN'S SPORTSWEAR SHOW The fourth semi-annual Women's Sportswear Show, with about 300 manufacturers showing lines. Contact: Arthur Tarshis, 12 West 72nd St., TR.3-7128.	WOMEN'S SPORTSWEAR SHOW	HOTEL NEW YORKER 4 FLOORS
Sunday Jan. 10- Jan. 14	UNDERWEAR AND LOUNGE WEAR SHOWINGS Publicity: Lee Goodman, 1450 Broadway, LO. 3-7227.	UNDERWEAR-NEGLIGEE ASSOCIATES	HOTEL ROOSEVELT 7TH & 8TH FLOORS
Sunday Jan. 10- Jan. 14	FIRST SEMI-ANNUAL ACCESSORIES SHOW Contact: Allen Bryson, 247 Park Avenue, Suite 814, PL. 5-8410.	MAIN FLOOR ACCESSORIES SHOW	HOTEL McALPIN

NEW YORK DRESS INSTITUTE'S TWENTY-SECOND NATIONAL PRESS WEEK (Jan. 11-15, 1954)

Semi-annual National Press Week is a group activity of the Couture Group of the N.Y. Dress Institute, whose member (and auxiliary) firms underwrite, on a pro-rata basis, costs of conducting Press Week, including round-trip transportation of the majority of invited editors. Membership is open, by advance arrangement, to all firms and trade organizations whose products and aims are of logical interest to fashion, beauty and women's editors. Publicity: Eleanor Lambert, MU. 8-2130. Contact: New York Dress Institute, LA. 4-0461.

Sun., Jan. 10...	5:30 P.M. PREVIEW OF BUICKS (Aux.)	WALDORF-ASTOR GALLERY
Mon., Jan. 11...	8:00 A.M. BUFFET BREAKFAST	WALDORF-JADE & BASILDON
	9:00 A.M. WATCH FOR FORUM	WALDORF-JADE & BASILDON
	10:00 A.M. CLAIRE MCCARDELL	WALDORF-JADE & BASILDON
	11:00 A.M. PAUL PARNES	WALDORF-JADE & BASILDON
	12:00 Noon DELMAN SHOES (Auxiliary)	WALDORF-PERROQUET SUITE
	1:00 P.M. INT'L SILK ASS'N (Auxiliary)	WALDORF-JADE & BASILDON
	2:30 P.M. DAVE BELLSEY	WALDORF-JADE & BASILDON
	3:30 P.M. MISS AMERICA (Patric)	WALDORF-JADE & BASILDON
	4:30 P.M. JACK SARNOFF (Molly)	WALDORF-JADE & BASILDON
	5:30 P.M. OLEG CASSINI (Cocktails)	WALDORF-JADE & BASILDON
	7:00 P.M. MILLINERY FASHION BUR. (Aux.)	AMBASSADOR-EMBASSY ROOM
Tues., Jan. 12...	8:00 A.M. BUFFET BREAKFAST	WALDORF-JADE & BASILDON
	9:00 A.M. HERBERT SONDHEIM	WALDORF-JADE & BASILDON
	10:00 A.M. ORIGINALA	WALDORF-JADE & BASILDON
	11:00 A.M. BEN ZUCKERMAN	WALDORF-JADE & BASILDON
	12:00 Noon HARRY FRECHTEL	WALDORF-JADE & BASILDON
	1:00 P.M. SHIP'N SHORE BLOUSES (Aux.)	WALDORF-JADE & BASILDON
	2:30 P.M. MONTE-SANO & FRUZAN	WALDORF-JADE & BASILDON
	3:30 P.M. CAROLYN SCHNURER	WALDORF-JADE & BASILDON
	4:30 P.M. HARVEY BERIN	WALDORF-JADE & BASILDON
	5:30 P.M. GROUP SHOWING (R & K DRESSES, GLENHAVEN SUITS, SUZY PERETTE, TONI OWEN)--Cocktails	(WALDORF-ASTORIA JADE & BASILDON)

(continued on next page)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

TWENTY-SECOND NATIONAL PRESS WEEK (continued from page 3)

Wed., Jan. 13	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
	9:30 A.M.	MODERN COUTURE (Helena Barbieri)	525 SEVENTH AVENUE
	10:30 A.M.	BEN REIG.	498 SEVENTH AVENUE
	11:30 A.M.	PATTULLO-JO COPELAND.	498 SEVENTH AVENUE
	12:30 P.M.	MAURICE RENTNER (Luncheon).	498 SEVENTH AVENUE
	2:00 P.M.	JOSEPH HALPERT (Jacques Fath)	530 SEVENTH AVENUE
	3:00 P.M.	ADELE SIMPSON	530 SEVENTH AVENUE
	4:00 P.M.	MOLLIE PARNIS	530 SEVENTH AVENUE
	5:00 P.M.	CEIL CHAPMAN (Cocktails).	530 SEVENTH AVENUE
	8:30 P.M.	PELLON (Aux.) THEATRE PARTY	ZIEGFELD THEATRE
Thurs., Jan. 14	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
	9:00 A.M.	B. H. WRAGGE.	BONWIT TELLER - 9TH FL.
	10:00 A.M.	HATTIE CARNEGIE	711 FIFTH AVENUE
	11:00 A.M.	JANE DERBY.	785 FIFTH AVENUE
	12:15 P.M.	KNITTED FABRICS & NRDGA (Aux.)	STATLER - BALLROOM
	2:30 P.M.	TINA LESER.	23 WEST 57TH STREET
	3:30 P.M.	CHRISTIAN DIOR, NEW YORK.	730 FIFTH AVENUE
Fri., Jan. 15	8:00 A.M.	CAPEZIO (Auxiliary)	756 SEVENTH AVENUE
	9:00 A.M.	TRIGERE, INC.	550 SEVENTH AVENUE
	10:00 A.M.	DAVIDOW	550 SEVENTH AVENUE
	11:00 A.M.	SAMUEL WINSTON.	530 SEVENTH AVENUE
	12:30 P.M.	COTY, INC. (Aux.)--Luncheon.	WALDORF-SERT ROOM
	2:30 P.M.	JUNIOR FASHIONS (HORWITZ & DUBERMAN; INT'L JUNIOR; JUNIOR SOPHISTICATES: REICH GOLDFARB)	(WALDORF-ASTORIA (SERT ROOM
	3:30 P.M.	NETTIE ROSENSTEIN	WALDORF-SERT ROOM
	4:45 P.M.	PELLON DEMONSTRATION (Aux.)	WALDORF-SERT ROOM
	5:00 P.M.	COCKTAIL PARTY (To meet Members of Couture Group & Designers)	(WALDORF-ASTORIA (SERT ROOM

Jan. 11 WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR THE NEW YORK PRESS, AT HIS
9:30 A.M. SALON, 29 EAST 53RD STREET (See Page 2 for out-of town press show.)

Jan. 11 CLAIRE McCARDELL (N.Y. DRESS INSTITUTE - See Page 3) SHOWING FOR VISITING
10:00 A.M. PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.

Jan. 11 PAUL PARNES (N.Y. DRESS INSTITUTE -- See Page 3) SHOWING FOR VISITING
11:00 A.M. PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.

Monday PRESS PREVIEW OF DELMAN WALDORF-ASTORIA
Jan. 11 SPRING SHOES PERROQUET SUITE
11:00 A.M. & The local press will be invited to a preview of Spring ready-to-wear and
12:00 Noon custom-order shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See
Page 3). Showing for visiting press at 12:00 Noon. By invitation only.
Publicity: Eleanor Lambert, MU. 8-2130.

Monday PRESS PREVIEW OF INTERNATIONAL SILK WALDORF-ASTORIA
Jan. 11 FASHIONS IN SILK ASSOCIATION, U.S.A. JADE & BASILDON RMS.
1:00 P.M. Luncheon fashion showing of Spring collections by leading designers in
Luncheon fabrics from International Silk Association, U.S.A. (Auxiliary Member of
N.Y.D.I.--See Page 3). For visiting and local press, by invitation only.
Publicity: Eleanor Lambert, MU. 8-2130.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 11 2:30 P.M.	DAVE BELLSEY (N.Y. DRESS INSTITUTE--See Page 3). SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Beginning Monday Jan. 11 2:30 P.M.	SHOWING OF SPRING-SUMMER LINGERIE Showing of Schiaparelli's Spring-Summer lingerie collection at 2:30 P.M. Trade and fashion magazines-- <u>Jan. 11</u> ; service magazines-- <u>Jan. 12</u> ; syndicates-- <u>Jan. 13</u> ; local newspapers-- <u>Jan. 14</u> ; overseas press-- <u>Jan. 20</u> ; TV and radio-- <u>Jan. 22</u> . By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily. Out-of-town press invited. Contact: Noriene Barrett, at Schiaparelli, OR. 9-0192.	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM-8TH FLOOR
Jan. 11 3:30 P.M.	MISS AMERICA--PATRIC (N.Y. DRESS INSTITUTE -- See Page 3). SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11 4:30 P.M.	JACK SARNOFF--MOLLY (N.Y. DRESS INSTITUTE -- See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 11 5:30 P.M.	OLEG CASSINI (N.Y. DRESS INSTITUTE -- See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS, COCKTAILS.		
Monday Jan. 11 7:00 P.M. Dinner	MILLINERY SHOW FOR VISITING & LOCAL PRESS The Millinery Fashion Bureau (Auxiliary Member of N.Y.D.I.--See Page 6) will invite the out-of-town and local editors to dinner and presentation of Spring millinery. Showing at 8:30 P.M. By invitation only. Contact: Babs Vierhaus, 1450 Broadway, LO. 4-7800.	MILLINERY FASHION BUREAU	AMBASSADOR HOTEL EMBASSY ROOM
Beginning Monday Jan. 11	DISPLAY OF SPRING & SUMMER HOSIERY Beautiful Bryans Spring-Summer 1954 collection of stocking fashions will be on display. Publ.: Sally Cramer at Beautiful Bryans, PL. 9-2925.	BEAUTIFUL BRYANS	270 PARK AVENUE SUITE A-605
Week Of Jan. 11	SHOWING OF SPRING SHOE COLLECTIONS The Guild of Better Shoe Manufacturers will present their couture footwear collections for Spring and Summer 1954. Members include: Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son (Schiaparelli); Palter de Liso; M. Wolf & Son; Zuckerman-Fox (Julianelli). Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
Beginning Monday Jan. 11	SPRING SHOWING: KITS, CARRY-ALLS, COMPACTS Majestic Metal Specialties will show their Spring collection of fitted kits, carry-alls and compacts at continuous daily showings. Contact: MU. 6-4045.	MAJESTIC METAL SPECIALTIES, INC.	377 FIFTH AVENUE SHOWROOM-2ND FLOOR
Beginning Monday Jan. 11	OPENING OF SUMMER COLLECTION Haymaker's Summer separates, shirt dresses, and playclothes, with continuous showings daily. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Beginning Monday Jan. 11	SUMMER COLLECTION BY BILL ATKINSON "Sugar and Spice"--showing of Bill Atkinson's Summer collection at continuous daily showings. Contact: Jeanne Pagnucco, WI. 7-4035.	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM-23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 11	OPENING OF NEW HOSIERY BOUTIQUE "Hosiery Boutique by Fabulous Phoenix"--new directions in hosiery merchandising will be demonstrated, highlighting the new leg interest in colors and textures. Contact: Helen Sisson, PE. 6-6868.	PHOENIX HOSIERY	350 FIFTH AVENUE SUITE 5601
Monday Jan. 11-14	"CHARTING RETAILING'S COURSE FOR '54" NRDGA's 43rd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
Jan. 12 9:00 A.M.	HERBERT SONDHEIM (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 9:30 A.M. Breakfast	MILLINERY PREVIEW FOR PRESS AND BUYERS Beatrice-Martin will present her Spring millinery collection to the N.Y. press and buyers. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Jan. 12 10:00 A.M.	ORIGINALA (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS; WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 11:00 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 11:00 A.M.	BRIDAL FASHIONS BY JOSEPHINE ORO "Wedding Breakfast" for the press--a preview of Josephine Oro's Spring and Summer bridal fashions. By invitation. Publ.: Dorothy Coburn, JU. 6-1000.	JAY THORPE	5TH FLOOR BRIDAL SALON
Jan. 12 12:00 Noon	HARRY FRECHTEL (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 12:00 Noon Luncheon	FASHION SHOW: OPENING OF NEW FACTORY Press and buyers will meet at showroom, then be transported uptown to new factory, where His Honor, Mayor Robert F. Wagner, Jr., will officiate at opening ceremonies, to be followed by luncheon, and a preview of the Joseph Love Summer collection of children's dresses. By invitation only. Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	JOSEPH LOVE, INC. (1333 BROADWAY)	NEW FACTORY 3280 BROADWAY
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING BLOUSE COLLECTION FOR VISITING PRESS Ship'n Shore (Auxiliary Member of N.Y.D.I.--See Page 3) will present Spring blouses to visiting and local press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP'N SHORE BLOUSES	WALDORF-ASTORIA JADE & BASILDON RMS.
Jan. 12 2:30 P.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Beginning Tuesday Jan. 12 2:30 P.M.	OPENING OF NEW DRESS COLLECTION New collection of young Summer fashions, regular and junior sizes, by Hayette of Haymaker. Continuous showings daily thereafter. Publicity: Terry Mayer, BR. 9-6560.	HAYETTE FASHIONS BY HAYMAKER	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday	PREVIEW OF SUMMER COLLECTION	HENRY ROSENFELD, INC.	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Jan. 12 2:30 P.M.	Henry Rosenfeld will present his Summer collection to the press and trade at 2:30 P.M. daily. By invitation. Contact: Sally Sober, LO. 5-0400.		
Jan. 12 3:30 P.M.	CAROLYN SCHNURER (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Jan. 12 4:00 P.M.	KRAMER JEWELRY'S OPEN HOUSE FOR RESIDENT AND OUT-OF-TOWN BUYERS, 393 FIFTH AVENUE, 2ND FLOOR, 4:00 P.M.-7:00 P.M. (See Page 3).		
Jan. 12 4:30 P.M.	HARVEY BERIN (N.Y. DRESS INSTITUTE--See Page 3) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS.		
Tuesday Jan. 12 4:30 P.M. Cocktails	PRESS PREVIEW: HAIR FASHIONS FOR 1954 Macy's Little Shop Beauty Salon "Headlines of 1954" -- a showing of hair fashions stressing news in cut and color. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Jan. 12 5:00 P.M.-7:00 P.M. Cocktails	SHOWING OF RAINWEAR BY LORRAINE BUDNY Preview of fashions in rainwear, designed by Lorraine Budny for Harris Raincoat Co. (March & Mendl, Inc.). <u>Showing at 5:30 P.M.</u> By invitation only. Publicity: Jonni Walker, RE. 7-5779.	HARRIS RAINCOAT CO. (512 SEVENTH AVENUE)	STORK CLUB MAIN DINING ROOM
Jan. 12 5:30 P.M.	GROUP SHOWING (N.Y. DRESS INSTITUTE--See Page 3) FOR VISITING PRESS, WALDORF-ASTORIA, JADE & BASILDON ROOMS, Cocktails.		
Tuesday Jan. 12 7:30 P.M. Dinner	FASHION SHOWING OF DAYTIME DRESSES "Daytime Dresses in 3D"--presentation of new Spring and Summer brand line daytime dresses. Commemoration of 100th anniversary of women's dress manufacturing in the U.S. By invitation only. Fashion Director: Blanche Wise. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 13-15 8:00 A.M. Coffee	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member of the N.Y. Dress Institute--See Page 4) will invite the visiting press to their Boutique on Wednesday, Thursday, Friday at 8:00 A.M. <u>For local press, Thursday, Jan. 14, 9:00 A.M.-11:00 A.M.</u> By invitation. Contact: Jackie Dempsey at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH STREET)
Wednesday Jan. 13 9:00 A.M. Breakfast	RAINWEAR FASHIONS BY HELEN VAN VLIET Preview of Spring-into-Summer rainwear, designed by Helen van Vliet for Town Creations. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	TOWN CREATIONS (39 WEST 29TH ST.)	DUNHALL'S RESTAURANT 1440 BROADWAY
Jan. 13 9:30 A.M.	MODERN COUTURE--HELENA BARBIERI (N.Y. DRESS INSTITUTE--See Page 4) SHOWING FOR VISITING PRESS, 525 SEVENTH AVENUE, SHOWROOM.		
Jan. 13 10:30 A.M.	BEN REIG (N.Y. DRESS INSTITUTE--See Page 4) SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 13 11:30 A.M.	PATTULLO-JO COPELAND (N.Y.DRESS INSTITUTE--See Page 4) SHOWING FOR VISIT- ING PRESS, 498 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 12:30 P.M. Luncheon	VISITING PRESS SHOW: SPRING COLLECTION Maurice Rentner (N.Y. Dress Institute--See Page 4) will present his Spring collection. By invitation. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Jan. 13 2:00 P.M.	JOSEPH HALPERT--JACQUES FATH (N.Y. DRESS INSTITUTE--See Page 4) SHOWING FOR VISITING EDITORS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 2:30 P.M.	SPRING & SUMMER MILLINERY PREVIEW Eleanora Garnett of Rome will present for the press and buyers a collection of Spring and Summer hats--designed by Robert Galer. By invitation only. Publicity: Elizabeth Maher Assoc., 424 Madison Avenue, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Jan. 13 3:00 P.M.	ADELE SIMPSON (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 3:00 P.M.- 6:00 P.M. Tea	INTRODUCTION OF COLORFAST RAYON FIBER "COLORAY" Courtaulds' colorfast rayon fiber "Coloray", now manufactured in the U.S., will be introduced to the fashion and home furnishings press. By invita- tion. Publ.: Rona Monell; Lewin, Williams & Saylor, MU. 8-6200.	COURTAULDS, INC. (600 FIFTH AVENUE)	WALDORF-ASTORIA PERROQUET SUITE
Wednesday Jan. 13 3:30 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Showing of David Crystal and Lady Northcool dresses and suits for Summer. By invitation. Continuous showings daily thereafter. Publicity: Terry Mayer at David Crystal, BR. 9-6560.	DAVID CRYSTAL & LADY NORTHCool	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Jan. 13 4:00 P.M.	MOLLIE PARNIS (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Wednesday Jan. 13 4:30 P.M.	PRESS PREVIEW: SETTINGS WITH SPRING FABRICS Preview for daily press of Macy's new settings with a Springtime fabric theme of carnations and polka dots. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR "PLAN-A-HOME" ROW
Jan. 13 5:00 P.M.	CEIL CHAPMAN (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM, Cocktails.		
Wednesday Jan. 13 8:30 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (Auxiliary Member of N.Y.D.I. -- See Page 4) will invite the visit- ing press to see "Kismet" starring Alfred Drake and Doretta Morrow. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
Jan. 14 9:00 A.M.	B. H. WRAGGE (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR.		
Jan. 14 10:00 A.M.	HATTIE CARNEGIE (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE, SHOWROOM.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 14 10:30 A.M.	PREVIEW OF SPRING HAT COLLECTION Millinery fashions for Spring will be presented by Mr. John P. John to the N.Y. press and buyers. <u>Showing for visiting editors at 5:30 P.M.</u> By invitation. Contact: Peter Brandon, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Jan. 14 11:00 A.M.	JANE DERBY (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 12:15 P.M. Luncheon	COTTON KNIT SHOW FOR VISITING & LOCAL PRESS Third annual cotton knit and swimwear fashion show for visiting and local press and trade, co-sponsored by the Merchandising Division of the Nat'l Retail Dry Goods Ass'n and Knitted Fabrics Inst. (Auxiliary Member of the N.Y. Dress Institute--See Page 4). By invitation. Tickets for trade: \$4.50. Contact: Knitted Fabrics Institute, 1450 B'way. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	KNITTED FABRICS INST. & N.R.D.G.A.	HOTEL STATLER BALLROOM
Jan. 14 2:30 P.M.	TINA LESER (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 23 WEST 57TH STREET, SHOWROOM.		
Jan. 14 3:30 P.M.	CHRISTIAN DIOR-NEW YORK (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE, SHOWROOM.		
Thursday Jan. 14 4:00 P.M.- 6:30 P.M.	SPRING PREVIEW OF PANTIE GIRDLES Guild Foundations will present the Spring collection, featuring "Phantoms Pantie Girdle Parade." By invitation only. Contact: LA. 4-5519.	GUILD FOUNDATIONS (20 WEST 33RD STREET)	HAMPSHIRE HOUSE THE COTTAGE
Thursday Jan. 14 5:00 P.M.- 7:30 P.M.	SPRING BAG PREVIEW FOR THE PRESS Spring collection of domestic and imported "Bags by Josef" for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU-11TH FL.
Jan. 14 5:30 P.M.	MR. JOHN'S SPRING MILLINERY PREVIEW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET. (See above for local press show.)		
Thursday Jan. 14 9:00 P.M. Champagne	PREVIEW: YOUNG VIEWPOINT SPRING FASHIONS Preview showing and champagne party for out-of-town and local press, presenting Young Viewpoint's Spring fashions for the woman 5'5" and under. By invitation. Publicity: Saul Krieg Assoc., 9 E. 47th St., PL. 3-1543.	GINSBURG & ABELSON, INC.	1400 BROADWAY SHOWROOM-27TH FLOOR
Jan. 15 9:00 A.M.	TRIGERE, INC. (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
Jan. 15 10:00 A.M.	DAVIDOW (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM.		
Jan. 15 11:00 A.M.	SAMUEL WINSTON (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM.		
Friday Jan. 15 12:30 P.M. Luncheon	LUNCHEON FOR VISITING PRESS Coty (Auxiliary Member of N.Y.D.I. -- See Page 4) will invite the visiting press to luncheon. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	COTY, INC.	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 15 2:30 P.M.	JUNIOR FASHIONS (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 3:30 P.M.	NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE -- See Page 4) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 4:45 P.M.	PELLON DEMONSTRATION (N.Y. DRESS INSTITUTE Auxiliary -- See Page 4) SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM.		
Jan. 15 5:00 P.M.	COCKTAIL PARTY (N.Y. DRESS INSTITUTE -- See Page 4) TO MEET MEMBERS OF COUTURE GROUP & DESIGNERS, WALDORF-ASTORIA, SERT ROOM.		
Friday Jan. 15 8:30 P.M.	OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at J.M. Mankiewicz's new production of Puccini's "La Boheme". By invitation. Rudolph Bing will hold a reception for the press at the opera house following the performance. Publicity: Martha Percilla, PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 16 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the visiting and local editors. By invitation only. Publ.: Marsha Scott, PL. 3-1010.	JOHN FREDERICS	29 EAST 48TH STREET SALON
Saturday Jan. 16 2:40 P.M.	THEATRE PARTY AND FASHION SHOW Will Nemerov will invite visiting editors to the matinee performance of "The Fifth Season", which has been re-costumed by "Willi." Highlights of his new Spring collection will be shown after the performance. By invitation only. Contact: Marie Alzheimer at Will Nemerov, LO. 4-9595.	WILL NEMEROV (550 SEVENTH AVENUE)	CORT THEATRE 138 WEST 48TH ST.
Saturday Jan. 16 3:00 P.M.	"HEALTH RESORT WEEKEND" FOR VISITING PRESS The out-of-town editors will be invited to Bill Brown's health resort "for men only", where the "iron curtain" will be pulled aside for the first time in 50 years to restore the tired career girl. The first and only women "to get the treatment" will be the visiting editors. (Trip takes one hour.) By invitation. Publ.: Lind-Gilbert Assoc., 22 E. 60 St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	BILL BROWN'S GARRISON, N.Y.
Tuesday Jan. 19 10:00 A.M. Breakfast	PRESS SHOWING OF MEN'S FASHIONS Dominique France will invite the press to a preview of 1954 designs and color themes in neckwear and men's accessories. Half-hour showing at 10:30 A.M. By invitation. Public Relations: Bea Wright at Merrill Lindsay, 50 East 96th St., SA. 2-7954.	DOMINIQUE FRANCE (53 EAST 51ST ST.)	HARWYN CLUB 112 EAST 52ND STREET
Tuesday Jan. 19 10:00 A.M. Breakfast	NEW LAMP DESIGNS AT PRESS PREVIEW Lamp Fashion Rooms, designed by Patricia Harvey and Paul McCobb. By invitation. Publicity: Doris Herzig, 15 E. 26th St., MU. 3-3460.	LAMP AND SHADE INST. OF AMERICA	NEW YORKER HOTEL PARLORS A, B & C
Beginning Tuesday Jan. 19 10:30 A.M.	SUMMER COLLECTION BY GASTON MALLET Showing of Gaston Mallet's Summer collection of cocktail and after-dark fashions, designed in Paris for Murray Hamburger, with continuous showings daily thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM-20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 20 12:30 P.M. Luncheon	LUNCHEON SHOWING OF SPRING FASHIONS Altman's will present Spring fashions by Mollie Parnis. Press by invitation. Public by reservation; contact: "Beverly," TE. 8-8000. Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Cancelled Jan. 20	THE S. STROOCK & CO. PRESS PREVIEW, ORIGINALLY SCHEDULED FOR JAN. 20, WEDNESDAY, AT 4:30 P.M., SHERRY NETHERLAND, HAS BEEN CANCELLED.		
Wednesday Jan. 20 4:30 P.M.	PREVIEW: MID-WINTER FURNITURE SHOW Preview for daily press of Macy's mid-winter furniture show, a floor-wide presentation of news in furniture and decor. <u>Preview for magazine editors Mon., Jan. 25 at 9:00 A.M., followed by buffet breakfast in Executive Dining Room. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431.</u>	MACY'S NEW YORK	9TH FLOOR
Thursday Jan. 21 9:30 A.M.- 11:00 A.M. Breakfast	PRESS PREVIEW: LETTER PAPERS AND NOTES The Eton Paper Corp. will introduce their Spring 1954 collection of fine letter papers and notes. By invitation. Publicity: Jane Scriven at Anderson & Cairns, 488 Madison Ave., MU. 8-5800.	THE ETON PAPER CORP.	475 FIFTH AVENUE SHOWROOM
Thursday Jan. 21 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks will present suits, coats and ensembles for Spring. Press by invitation. Public by reservation. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Tuesday Jan. 26 9:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Preview of Best's bridal fashions for Spring and Summer. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SHOP
Tuesday Jan. 26 10:30 A.M.	PREVIEW OF BENHAM ORIGINALS FOR SUMMER Bender & Hamburger's preview of Benham Originals for press and buying offices. By invitation. <u>Trade showings beginning Tues., Feb. 2 at 2:30 P.M.</u> Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Monday Jan. 26 12:30 P.M. Luncheon	ANNIVERSARY SHOWING OF COTTON COLLECTION Jerry Parnis' 15th anniversary as a designer of couture cottons, with showing of her new Summer collection. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday Jan. 27 10:30 A.M.	SUMMER COLLECTION BY DOROTHY COX Press preview of del Mar's Summer collection, designed by Dorothy Cox. By invitation only. <u>Daily trade showings beginning Thurs., Jan. 28 at 10:30 A.M.</u> Contact: PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday Jan. 27 12:30 P.M. Luncheon	"ROUND THE WORLD FASHIONS" AT LUNCHEON B.O.A.C. will present "Round The World Fashions", available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000. B.O.A.C. Publicity: Ouida Wagner, 340 Madison Ave., MU. 7-8900, Ext. 160.	BRITISH OVERSEAS AIRWAYS CORP.	HOTEL PIERRE COTILLION ROOM

DATEWHAT'S GOING ONGIVEN BYWHEREOPENINGS IN IRELAND, ITALY, LONDON, PARIS

Tuesday SPRING & SUMMER SYBIL CONNOLLY DUBLIN,
 Jan. 19 PREVIEW IN IRELAND OF DUBLIN IRELAND
 Sybil Connolly will present her Spring and Summer collection in Ireland.
 By invitation only. Publicity: Rosemary Sheehan, 630 5th Ave., CI.7-8060.

Beginning OPENING OF ROMAN SINDACATO ITALIANO ROME,
 Saturday COUTURE COLLECTIONS ALTO MODA ITALY
 Jan. 23 Jan. 23: Fabiani, Simonetta, Territrice di Capri.
 Jan. 24: Ferdinandi, Fontana, Schuberth.
 Jan. 25: Eleanora Garnett, Giovanelli-Sciarra, Mingolini-Gugenheim.
 Contact: Rosemary Sheehan, 630 5th Ave., CI. 7-8060; or E. A. Bronzini of
 the Sindacato, 32 Piazza Di Spagna, Rome, Italy.

Beginning SCHEDULE OF LONDON INCORPORATED SOCIETY OF LONDON,
 Monday COUTURE PREVIEWS LONDON FASHION DESIGNERS ENGLAND
 Jan. 25 Monday, Jan. 25: Hardy Amies; Charles Creed; Mattli; Victor Stiebel.
 Tuesday, Jan. 26: John Cavanagh; Norman Hartnell; Michael Sherard; Worth.
 Wednesday, Jan. 27: Lachasse; Mr. Michael; Digby Morton; Ronald Paterson.
 Admission by invitation. Contact: Lilian Hyder, 36 Bruton Place, London,
 W.1., England.

Beginning OPENING OF COUTURE ENTE ITALIANO FLORENCE,
 Tuesday COLLECTIONS IN FLORENCE DELLA MODA ITALY
 Jan. 26 Jan. 26: Guidi, Marucelli, Veneziani.
 Jan. 27: Antonelli, Carosa, Vanna.
 Jan. 28: Capucci, Emilio.
 Contact: G.B. Giorgini, 1 Piazza S. Trinita, Florence, Italy.

Beginning OPENING DATES OF CHAMBRE SYNDICALE DE PARIS,
 Monday PARIS COLLECTIONS LA COUTURE PARISIENNE FRANCE
 Feb. 1 Feb. 1: Pierre Cardin, Jacques Fath, Jean Patou, Nina Ricci.
 Feb. 2: Pierre Balmain, Vera Borea, Mad Carpentier, Jean Desses, Jacques
 Heim, Lanvin, Manguin, Raphael, Madeleine de Rauch.
 Feb. 3: Bruyère, Carven, Christian Dior, Jacques Griffe, Hermès, Michelle
 Lambert, Alex Maguy, Worth.
 Feb. 4: Ardanse, Balenciaga, Hubert de Givenchy, Martial et Armand,
 Paquin, Schiaparelli.
 Feb. 5: Calixte, Chanel, Jeanne Fardeau, Irmone, Germaine Lecomte,
 Amy Linker, Renee Lise, Maggy Rouff.
 Feb. 6: Charles Montaigne.
 Feb. 8: Edmond Courtot, Jean Dargence.
 Feb. 9: Grès, Helen Hubert, Henry a la Pensée, Georgette Renal.
 Feb. 10: Valentine Bourgade, Revillon.
 Feb. 11: Carmine.
 Feb. 19: Raymonde Coste.
 Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.

Tuesday "MARCH OF DIMES" NEW YORK DRESS WALDORF-ASTORIA
 Feb. 2 FASHION SHOW INSTITUTE GRAND BALLROOM
 12:15 P.M. Tenth Annual "March of Dimes" Fashion Show presented for the benefit of
 Luncheon The National Foundation For Infantile Paralysis, with fashions from the
 New York Dress Institute Couture Group. Price: \$35.00; \$50.00; \$75.00.
 Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500.
 Fashion Publicity: Eleanor Lambert, MU. 8-2130.